CLAIMS:

1. A method of serving Internet advertisements to users having associated cookies comprising:

    establishing at least two advertising strategies;

    for each cookie, assigning an advertising strategy;

    serving advertisements to the cookie based on the assigned strategy; and

    wherein at least a first one of the advertising strategies includes a first sequence of different

advertisements.

2. The method of claim 1 wherein at least one advertising strategy comprises a control strategy

    including random assignment of advertisements.

3. The method of claim 1 wherein at least one advertising strategy comprises a control strategy

    including messages having control content unrelated to the other advertisements.

4. The method of claim 1 including comparing the effects of the advertising strategies.

5. The method of claim 4 including adopting an advertising strategy based on the comparison.

6. The method of claim 1 including for each cookie assigned to one of the advertising strategies,

    determining at least one Internet information characteristic, and assigning the cookie to a

    segment based on the characteristic.

7. The method of claim 5 wherein the Internet information characteristic is selected from a group of

    characteristics comprising past browsing activity, past advertisements served, current time,

    current day, interest category, current site, current page, and current activity type.

8. The method of claim 1 wherein assigning an advertising strategy is done randomly.

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9. The method of claim 1 wherein at least a second one of the advertising strategies includes a second sequence of different advertisements.

10. The method of claim 9 wherein the first sequence and the second sequence include at least one common advertisement.

5   11. A method of evaluating Internet advertisement effectiveness comprising:

collecting Internet activity information associated with a multitude of cookies;

storing the information in a database;

generating an advertisement strategy for evaluation;

establishing a plurality of user segments, each having a different Internet activity

10 characteristic;

assigning an advertising strategy to each segment;

determining a cookie for a user to whom an advertisement is to be served;

retrieving the stored Internet activity information for the cookie;

based on the retrieved information assigning the cookie to a user segment associated with the

15 retrieved Internet activity information; and

serving an advertisement based on the assigned advertising strategy.

12. The method of claim 11 including generating a different advertising strategy for at least some of the different segments.

13. The method of claim 11 wherein assigning an advertising strategy includes selecting a sequence

20 of different advertisements.

14. The method of claim 13 wherein each of at least a plurality of strategies includes a different sequence of advertisements.

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15. The method of claim 14 wherein 13 wherein each of at least a plurality of strategies includes a common advertisement.

16. The method of claim 11 wherein at least one advertising strategy comprises a control strategy including random assignment of advertisements.

5   17. The method of claim 11 wherein at least one advertising strategy comprises a control strategy including messages having control content unrelated to the other advertisements.

18. The method of claim 17 including adopting an advertising strategy based on the comparison.

19. The method of claim 11 including for each cookie, determining at least one Internet information characteristic, and assigning the cookie to a segment based on the characteristic.

10 20. The method of claim 19 wherein the Internet activity characteristic is selected from a group of characteristics comprising past browsing activity, past advertisements served, current time, current day, interest category, current site, current page, and current activity type.